Shifts for 2020: Blurring Boundaries

Take a look at the ways technology is changing how people see themselves and how they see and interact with others—including businesses. The future is arriving, and it’s brimming with opportunity.

1 Omnicultural identities
Exposed to more perspectives than ever, people will embrace more personalized, complex and fluid means of self-identifying.

Bending gender
Among people surveyed in Nigeria, South Korea, the UK and the US, more than 1 in 2 says traditional gender roles are becoming irrelevant.

Expanding parenting
Across eight markets, more than 1 in 3 parents feel their family is at its best when they are at their best.

Redefining belonging
80% of US Hispanics surveyed don’t feel the need to stop speaking Spanish to be a part of American culture.

2 New negotiations
With people’s relationships with businesses mediated by technology, as technology evolves, so too will the “contract” between people and brands.

Rising expectations
Conversation on Facebook in the US around user experience has grown.

Growing willingness to pay more
US shoppers are 1.14x more likely to say convenience (rather than price) drives how/where they decide to shop.

Despite surge pricing, 28% of US adults ages 18–29 use ride-hailing apps.

3 Next-gen work
As they grow in number and influence, Millennials will transform work as we know it, prioritizing purpose and flexibility.

By 2020 Millennials will make up 50% of the global workforce.

66% of Millennials say their organization’s purpose is why they chose to work there.

Culture shift
Among global c-suite executives surveyed, 69% say culture will be crucial for achieving their organization’s mission and vision.

76% predict a move away from email towards more collaborative tools.

Among Millennials with flexible working arrangements, 2 in 3 say flexibility has a positive impact on productivity and wellbeing.
4 Beyond aging

People are living more healthful, fulfilling and longer lives—thanks, in part, to tech-enabled social connections.

“Aging” is growing antiquated

Across Nigeria, South Korea, the US and UK1

70% of people surveyed say the age at which someone is considered “old” is increasing

Feeling good

Across France, Italy and the UK people 45up are staying10

Fit: 79% say they eat well and exercise regularly
Inquisitive: 62% say technology has made it easier to learn new things
Social: 47% of single 45ups use dating apps

5 Shopping near and far

It’s the new duality of digital commerce: On the one hand, people will increasingly support commerce right in their own backyards. And at the same time, globally-minded shoppers will see the whole world as their marketplace.

Keeping it close to home

Across Nigeria, South Korea the UK and US, +17% YoY increase in Instagram hashtags related to localism11

Shoppers without borders

1 billion people on Facebook are connected to a business in another country12

2 in 3 online shoppers have already shopped cross-border13

Marketer shifts

When 2020 arrives, will you be shaping the world or responding to it?

Reimagine familiar frameworks

As fundamental concepts like gender and aging head towards irrelevance, leverage these shifts in everything from product innovation to campaign creation and implementation. For example, you could tap into new kinds of spokespeople to expand the relevance of your offering or rethink the pronouns you use to address your customers.

Find growth in fluidity

Consider how you can tap into new technologies to disrupt old models—for instance, introducing dynamic pricing into new contexts or finding growth across borders, as emerging markets become a global growth engine.

Ignite change from within

Attract and retain tomorrow’s talent through a work culture that embodies purpose, transparency and flexibility. Reinforce this culture through digital tools that facilitate collaboration regardless of location. Learn from the successes of companies that are already shaping the workplace of the future—from CEOs who use live video to connect with employees, to coworkers finding new ways to share knowledge and connect with each other (sometimes in the way that only a GIF can express).

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Facebook IQ Sources:

Data is on average across markets unless otherwise specified.
Millenials are defined as people ages 18–34 and Baby Boomers ages 55+.